



DISCUSSION GUIDE

ATTRACTING AND MOTIVATING VOLUNTEERS

**Presenter: Jeff Franco, Vice President and Executive Director
of City Year Washington, DC**

Civic Leadership

Lesson Description

For many civic and nongovernmental organizations, having motivated and accomplished volunteers is critical to survival. Recruiting and retaining volunteers who are committed to the mission of your organization and can passionately and effectively support your engagement and outreach activities can be the key to lasting change in your community. A strong corps of volunteers can mean the difference between success and failure when delivering key social services to your community and individuals.

Learning Objectives

1. How to motivate volunteers to join.
2. How to create a fulfilling and positive volunteer experience.
3. How to collect feedback.
4. How to keep the volunteers engaged.

Discussion Questions

1. What are your personal volunteer experiences? Which have been the most rewarding and why?
2. What tools have you used to recruit volunteers? Which has been the most effective? What are the challenges or difficulties you face when attempting to recruit volunteers? What feedback have you received when recruiting volunteers?
3. What message has resonated with your community members to get them to participate as volunteers? How have you adapted this message for different projects, locations and people?

Developmental Actions

1. Identify a project for which you will need volunteers. Develop a plan to recruit and train these volunteers and put them to work. Identify the elements of the plan that will have a direct and positive impact on the volunteers' experience.

About the Video Presenter

Jeff Franco is vice president and executive director of City Year Washington, DC, a nonprofit organization whose teams of diverse young adults commit to a year of full-time service keeping students in school and on track to graduate. Franco has nearly 25 years of experience in business development and management and has a successful track record of implementing nonprofit strategic growth and corporate business development plans. Franco is a leader in Washington on education issues and an outspoken advocate for national service programs. His opinion articles have appeared in the *Washington Post*, and he has spoken on these issues on television broadcasts and in printed reports. Recently, he was invited by the U.S. Department of State to speak on City Year, AmeriCorps, service and volunteerism among youth in Paraguay and Argentina. He volunteers with Covenant House Youth Homeless Shelter, Food and Friends and DC Central Kitchen. Franco has an M.A. in international affairs and an M.B.A. from American University in Washington. He received his B.A. in political science, pre-medicine and Spanish from Fairfield University in Connecticut.

